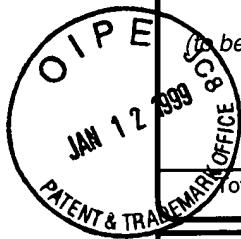


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**TRANSMITTAL FORM**

(To be used for all correspondence after initial filing)

Application Number	08/882,197	<i>Received</i>	
Filing Date	June 25, 1997	<i>Received</i>	
First Named Inventor	Paul C. Greer	JAN 19 JAN 19	
Group Art Unit	2765	Group 2700 Up 2700	
Examiner Name	P. Williams		
Total Number of Pages in This Submission	10	Attorney Docket Number	042390.P4072

*Op. 2765**JAN 19 JAN 19**Group 2700 Up 2700*

ENCLOSURES (check all that apply)		
<input checked="" type="checkbox"/> Fee Transmittal Form	<input type="checkbox"/> Assignment Papers (for an Application)	<input type="checkbox"/> After Allowance Communication to Group
<input type="checkbox"/> Fee Attached	<input type="checkbox"/> Drawing(s)	<input type="checkbox"/> Appeal Communication to Board of Appeals and Interferences
<input checked="" type="checkbox"/> Amendment / Response	<input type="checkbox"/> Licensing-related Papers	<input type="checkbox"/> Appeal Communication to Group (Appeal Notice, Brief, Reply Brief)
<input type="checkbox"/> After Final	<input type="checkbox"/> Petition Routing Slip (PTO/SB/69) and Accompanying Petition	<input type="checkbox"/> Proprietary Information
<input type="checkbox"/> Affidavits/declaration(s)	<input type="checkbox"/> To Convert a Provisional Application	<input type="checkbox"/> Status Letter
<input type="checkbox"/> Extension of Time Request	<input type="checkbox"/> Power of Attorney, Revocation, Change of Correspondence Address	<input type="checkbox"/> Additional Enclosure(s) (please identify below): <div style="border: 1px solid black; height: 40px; width: 100%;"></div>
<input type="checkbox"/> Express Abandonment Request	<input type="checkbox"/> Terminal Disclaimer	
<input type="checkbox"/> Information Disclosure Statement	<input type="checkbox"/> Small Entity Statement	
<input type="checkbox"/> Certified Copy of Priority Document(s)	<input type="checkbox"/> Request for Refund	
<input type="checkbox"/> Response to Missing Parts/ Incomplete Application		
<input type="checkbox"/> Response to Missing Parts under 37 CFR 1.52 or 1.53		
Remarks		

SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT

Firm or Individual name	Kent M. Chen, Reg. No. 39,630 BLAKELY, SOKOLOFF, TAYLOR & ZAFMAN LLP
Signature	
Date	January 8, 1999

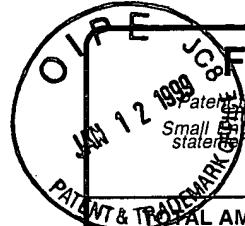
CERTIFICATE OF MAILINGI hereby certify that this correspondence is being deposited with the United States Postal Service as first class mail in an envelope addressed to: Assistant Commissioner for Patents, Washington, D.C. 20231 on this date: January 8, 1999

Typed or printed name	Pat Sullivan
Signature	
Date	01/08/99

Burden Hour Statement: This form is estimated to take 0.2 hours to complete. Time will vary depending upon the needs of the individual case. Any comments on the amount of time you are required to complete this form should be sent to the Chief Information Officer, Patent and Trademark Office, Washington, DC 20231. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Assistant Commissioner for Patents, Washington, DC 20231.

Please type a plus sign (+) inside this box → +

Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it displays a valid OMB control number.

**FEES TRANSMITTAL**

Patent fees are subject to annual revision on October 1.
Small Entity payments must be supported by a small entity
statement, otherwise large entity fees must be paid. See
Fees by Type of Patent
See 37 C.F.R. §§ 1.27 and 1.28.

PATENT & TRADEMARK FEE AMOUNT OF PAYMENT

(\$)

Complete if Known

Received

Application Number	08/882,197
Filing Date	June 25, 1997
First Named Inventor	Paul C. Greer
Examiner Name	P. Williams
Group/Art Unit	2765
Attorney Docket Number	042390.P4072

JAN 19

Group 2700

METHOD OF PAYMENT (check one)

1. The Commissioner is hereby authorized to charge indicated fees and credit any over payments to:

Deposit Account Number

02-2666

Deposit Account Name

Blakely, Sokoloff, Taylor & Zafman LLP

Charge Any Additional Fee Required Under 37 CFR §§ 1.16, 1.17, 1.18 and 1.20.

Charge the Issue Fee Set in 37 CFR § 1.18 at the Mailing of the Notice of Allowance, 37 CFR 1.311(b)

2. Payment Enclosed:

 Check Money Order Other**FEES CALCULATION****1. BASIC FILING FEE**

Large Entity Small Entity

Fee Code	Fee (\$)	Fee Code	Fee (\$)	Fee Description	Fee Paid
101	760	201	380	Utility filing fee	
106	310	206	155	Design filing fee	
107	480	207	240	Plant filing fee	
108	760	208	380	Reissue filing fee	
114	150	214	75	Provisional filing fee	

SUBTOTAL (1)

(\$)

2. EXTRA CLAIM FEES

Extra Claims

Fee from below

Fee Paid

Total Claims

20

-

20

=

[]

X

[]

=

[]

Independent Claims

4

-

4

=

[]

X

[]

=

[]

Multiple Dependent

FEES CALCULATION (continued)**3. ADDITIONAL FEE**

Large Entity Small Entity

Fee Code	Fee (\$)	Fee Code	Fee (\$)	Fee Description	Fee Paid
105	130	205	65	Surcharge - late filing fee or oath	
127	50	227	25	Surcharge - late provisional filing fee or cover sheet	
139	130	139	130	Non-English specification	
147	2,520	147	2,520	For filing a request for reexamination	
112	920 *	112	920	*Requesting publication of SIR prior to Examiner action	
113	1,840 *	113	1,840	*Requesting publication of SIR after Examiner action	
115	110	215	55	Extension for response within first month	
116	380	216	190	Extension for response within second month	
117	870	217	435	Extension for response within third month	
118	1,210	218	680	Extension for response within fourth month	
128	1,850	228	925	Extension for response within fifth month	
119	300	219	150	Notice of Appeal	
120	300	220	150	Filing a brief in support of an appeal	
121	260	221	130	Request for oral hearing	
138	1,510	138	1,510	Petition to institute a public use proceeding	
140	110	240	55	Petition to revive - unavoidable	
141	1,210	241	605	Petition to revive - unintentional	
142	1,210	242	605	Utility issue fee (or reissue)	
143	430	243	215	Design issue fee	
144	580	244	290	Plant issue fee	
122	130	122	130	Petitions to the Commissioner	
123	50	123	50	Petitions related to provisional applications	
126	240	126	240	Submission of Information Disclosure Stmt	
581	40	581	40	Recording each patent assignment per property (times number of properties)	
146	790	246	395	Filing a submission after final rejection (37 CFR 1.129(a))	
149	790	249	395	For each additional invention to be examined (37 CFR 1.129(b))	

Other fee (specify)

Other fee (specify)

* Reduced by Basic Filing Fee Paid

SUBTOTAL (3)

(\$)

Complete (if applicable)

SUBMITTED BY

Typed or Printed Name

Kent M. Chen, Reg. No. 39,630

Reg. Number

Signature

Date

01/08/99

Deposit Account User ID

02-2666



Our Docket No.: 042390.P4027

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of:

PAUL GREER, et al.

Application No.: 08/882,197

Filed: June 25, 1997

For: **USER DEMOGRAPHIC PROFILE
DRIVEN ADVERTISING
TARGETING**

Examiner: P. Williams

Art Group: 2765

Received

JAN 19

Group 2700

#3 A
J. Hall
1/19/99

AMENDMENT AND RESPONSE TO OFFICE ACTION

BOX NON-FEE AMENDMENT
Assistant Commissioner for Patents
Washington, D.C. 20231

Sir:

In response to the Office Action of October 8, 1998, please amend the following: